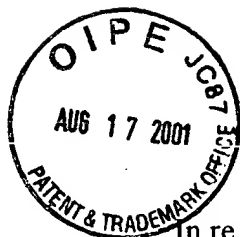


GAU 2755  
2157  
PATENT



Attorney Docket No.: A-69258/RMA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

RANKA et al.

Serial No. 09/586,387

Filed: June 2, 2000

For: METHOD, ALGORITHM, AND  
COMPUTER PROGRAM FOR  
OPTIMIZING THE  
PERFORMANCE OF MESSAGES  
INCLUDING ADVERTISEMENTS  
IN AN INTERACTIVE  
MEASURABLE MEDIUM

Examiner: NOT YET ASSIGNED

Group Art Unit: 2755

CERTIFICATE OF MAILING

I hereby certify that this correspondence, including listed enclosures, is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, DC 20231 on:

Dated: 8.14.01

Signed: Christine P. Peters

Christine P. Peters

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner  
for Patents  
Washington, DC 20231

Sir:

In satisfaction of the duty of disclosure under 37 C.F.R. § 1.56, and in accordance with the provisions of 37 C.F.R. §§ 1.97 and 1.98, Applicant wishes to draw the attention of the U.S. Patent and Trademark Office to the references cited on the accompanying form PTO-1449. A copy of the document is enclosed herewith.

Further, in accordance with the provisions of 37 C.F.R. §§ 1.97(c) and 1.97(e)(1), the undersigned certifies that the references listed on the enclosed form PTO-1449 were first cited in the International Search Report dated July 3, 2001, for a counterpart PCT application. As such, the filing of the instant Information Disclosure Statement is within three months of the date of that International Search Report and, therefore, need not be accompanied by the fee as

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Serial No.: 09/586,387

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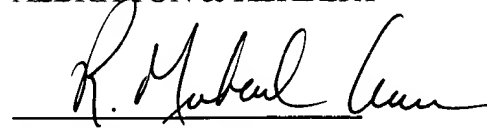
set forth in 37 C.F.R. § 1.17(p). A copy of the International Search Report for the counterpart PCT application is enclosed herewith.

None of the foregoing references are believed to disclose the invention as claimed. Nothing herein shall constitute an admission concerning the contents of any of the cited references, nor shall the inclusion of a reference herein be considered an admission that the reference constitutes prior art against the invention claimed in the above-identified application. Submission of the present document shall not be construed as an admission that a search has been made or that better art does not exist.

This Information Disclosure Statement is also being filed within three months of the filing date of a national application, within three months of the date of entry of a national stage, or before the mailing date of a first Office Action on the merits, 37 C.F.R. § 1.97(b), and therefor no fee is required. The Commissioner is authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 06-1300 (Our Order No. A-69258/RMA).

Respectfully submitted,

FLEHR, HOHBACH, TEST,  
ALBRITTON & HERBERT

  
R. Michael Ananian  
Reg. No. 35,050

Dated: \_\_\_\_\_

8/14/01

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